

AJC's Guide for Social Media Companies for Countering Antisemitism

Implementing the U.S. National Strategy to Counter Antisemitism

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In May of 2023, the White House published a 60-page [U.S. National Strategy to Counter Antisemitism](#)¹. The National Strategy is the first federally-issued set of guidelines to outline society-wide action steps aimed at confronting antisemitism, including specific recommendations for social media companies. American Jewish Committee (AJC), the global advocacy organization for the Jewish people, is proud to have served as key interlocutors in its development.

This guide has all the action items for social media companies outlined in the National Strategy and provides best practices for how to implement them.

¹ <https://www.whitehouse.gov/briefing-room/statements-releases/2023/06/02/the-u-s-national-strategy-to-counter-antisemitism-key-actions-by-pillar-2>

Suggested Actions and AJC Resources

IMPROVE POLICIES

The National Strategy calls on all online platforms to “ensure terms of service and community standards explicitly cover antisemitism.”

Adopt zero-tolerance terms of service and community standards.

- Adopt terms of service and community standards specifying that antisemitic speech will not be permitted on their platforms. They should also ensure that these policies are updated as antisemitism morphs and changes, including conspiratorial antisemitism and anti-Israel antisemitism. For example, the call to “[globalize the intifada](#),²” a phrase seen increasingly online and on social media, incites violence against Jewish people and should be designated accordingly.
- Utilize the IHRA [Working Definition of Antisemitism](#)³ to strengthen terms of service and community standards across their platforms. By doing so, social media companies will allow artificial intelligence and human moderators to be more consistent and more effective in either content removal or demotion of all forms of antisemitism on their platforms.

Enforce proper disciplinary measures when the platform’s terms of service and community standards are violated, including intimidation, harassment, threats, and unprotected hate speech.

- Moderators need to be prepared to enforce these disciplinary measures without equivocation, including permanently banning repeat offenders, both personal accounts and extremist groups.

Invest in trust and safety councils, which enable vigorous and timely enforcement of platforms’ terms of service and community standards.

- Many social media companies do not adequately invest in their trust and safety councils, leading to documented increases in hate speech on their platforms.

Make it easier to report antisemitism.

- Antisemitism is a complex prejudice. It is not just a hatred or a direct attack against Jews, but a conspiracy about power and control. Social media companies should consider listing antisemitism as an independent option for users to flag when reporting harmful content.

² [AJC.org/translatehate/Globalize-the-Intifada](https://www.ajc.org/translatehate/Globalize-the-Intifada)

³ [AJC.org/WorkingDefinition](https://www.ajc.org/WorkingDefinition)

ENSURE TRANSPARENCY

The National Strategy calls on all online platforms to “increase the transparency of their algorithmic recommendation systems and data, and allow for public interest research to ascertain how these systems amplify and spread hate speech and antisemitic content to inform better content moderation tools and approaches. Antisemitism should be treated as a distinct category in transparency reports, and platforms should report on the volume of antisemitic content adjudicated on platforms.”

Draft clear and transparent policies, algorithms, and moderation systems

and abide by a set of core principles that will earn public trust.

Publish information on the impact of algorithms with regard to the proliferation of antisemitic and hateful content.

IMPROVE MODERATION SYSTEMS

The National Strategy calls on all online platforms to “encourage and support trusted community moderators who receive dedicated, ongoing training in hate speech and bias, including antisemitism and its tropes.”

Ensure moderators are accurately and equally implementing terms of service, community standards, and policies.

- Online antisemitism—transmitted in memes, coded language or images, and implicit speech—rapidly evolves. Social media companies should regularly train moderators to identify antisemitic terms and tropes. As the authoritative definition of antisemitism, the International Holocaust Remembrance Alliance the IHRA [Working Definition of Antisemitism](#)⁴ provides practical examples that provide context to determine whether something is

antisemitic. Examples include discrimination and hatred of Jews, conspiracy theories, Holocaust denial and distortion, and antisemitism related to Israel. In addition, [AJC’s Translate Hate glossary](#)⁵ exposes antisemitic tropes, words, and symbols that often hide in plain sight.

- Moderators who are not fluent in English need to be trained in their native language to understand company policies related to antisemitism as well as how to recognize the antisemitism coming from within their own historical, linguistic, political, religious, and economic contexts.

Create safeguards that allow judgments deeming content to be antisemitic to be appealed and reviewed.

Address the increasing challenge of inappropriate mass reporting. Jewish users and Jewish accounts have been harassed and mass-flagged, even when they did not do anything wrong.

ADDRESS ALGORITHMS

The National Strategy calls on all online platforms to “improve capabilities to stop recommending and de-rank antisemitic and other hateful content. Extensive research has shown that online platforms’ algorithmic recommendation and ranking systems—depending on the incentives driving them—can amplify and spread extremist and antisemitic content.”

Prevent Algorithmic Bias. A dangerous trend among social media companies has been the recommendation of hateful or inaccurate content to users who may not have otherwise been exposed to such hateful or biased media. Social media companies need to implement bolstered algorithmic capabilities that will effectively stop recommending, and de-rank, antisemitic, hateful content.

⁴ [AJC.org/WorkingDefinition](#)

⁵ [AJC.org/TranslateHate](#)

ENHANCE JEWISH COMMUNITY OUTREACH

The National Strategy calls on all online platforms to “listen to the concerns of Jewish communities around the world to understand how Jewish users experience antisemitism and hate on their platforms and ensure antisemitism is understood, recognized, and properly addressed. Establish relationships with Jewish community organizations to share best practices related to reporting hate speech and utilizing platforms to lift up Jewish stories.”

Meet with Jewish stakeholders. Social media companies should work with Jewish communal leaders to host town hall-style events or trainings to educate the community at large on how their platforms address hate.

Engage with civil society groups. Social media companies should learn best practices from civil society groups that actively monitor antisemitism in media and online to stay abreast of the latest developments.

STRENGTHEN EDUCATION ON JEWS, ANTISEMITISM, AND THE HOLOCAUST

The National Strategy calls on all online platforms to “use their reach to raise awareness of antisemitism while also ensuring users have credible and factual information about Jewish people, antisemitism, and the Holocaust.”

Push out accurate information or redirect users to accurate information.

- Social media companies should actively take part in the fight against mis/disinformation by amplifying accurate material and providing context to their users for suspect material. For example, Meta implemented pop-ups to provide accurate information about topics such as Covid-19 and the Holocaust. Twitter (now X) provided labels to tweets that

were spreading misinformation concerning the 2020 U.S. election. In addition to de-amplifying these tweets through their algorithm, they also labeled these tweets with warnings before users engaged with the material. These models should be considered in the wake of Hamas' terrorist attack against Israel on October 7, 2023.

- Social media companies should amplify the content of trusted partners to ensure accurate information is more readily viewed.

American Jewish Committee (AJC) is the global advocacy organization for the Jewish people. With headquarters in New York and more than 75 offices, institutes, and international Jewish community partnerships worldwide, AJC's mission is to enhance the well-being of the Jewish people and Israel, and to advance human rights and democratic values in the United States and around the world.

Following the historic unveiling of the U.S. National Strategy to Counter Antisemitism by the White House, AJC CEO Ted Deutch announced the creation of the AJC Task Force to Implement the U.S. National Strategy to Counter Antisemitism. AJC's Task Force is designed to ensure the execution of the National Strategy, which includes dozens of AJC's recommendations closely resembling [AJC's Call to Action Against Antisemitism in America](#), in a meaningful and timely manner. For more information on AJC's Task Force visit [AJC.org/NationalStrategyNews](https://www.ajc.org/NationalStrategyNews).